

**Maryland Marketing Partnership
Board of Directors Meeting Minutes
August 29, 2019**

Board Members in Attendance

Secretary Kelly Schulz
Sen. Cheryl Kagan
Justin Meighan
Ammanuel Moore
Tom Sadowski

Board Members via Phone

Josh Martin
Leonard Raley
Angela Sweeney

Board Members Absent

Laura Van Eperen
Henry Fawell
Kesha Haythe
Paul Nolan
Capt. Eric Nielsen
Aaron Tomarchio
Del. Kris Valderrama

MMP Staff

Tom Riford

Commerce Staff

Sherri Diehl
Carolyn Hammock
Liz Fitzsimmons
Lutisha Williams

Office of the Attorney General

Bill Chen

Guests in attendance:

Ron Thompson (HZ)
Debbie Norris (HZ)
Mark Shugoll (HZ)
Barbara Gassaway (The Research Group)

Meeting Commencement

The meeting began at 1:00 p.m. at the Maryland Department of Commerce, located at the World Trade Center, 401 E. Pratt Street, 17th Floor Conference Room - Baltimore, MD 21202

I. Call to Order

The meeting was called to order by Secretary Kelly Schulz. Secretary Schulz ask that everyone around the table introduce themselves. After the brief introduction, she expressed to the Board that the minutes would not be reviewed being that there was no quorum to vote to approve. She gave a brief introduction on what to expect from the reports that will be shared in terms of new and different ways to open up and expand the Maryland Public-Private Partnership to other entities. .

II. Administrative Action Items:

a. Approval of Minutes of May 16th Meeting

No quorum to vote or approve minutes

b. Review Job Description for MMP Manager of Corporate Partnerships

The meeting was turned over to Executive Director, Tom Riford who directed the Board to review and provide input on the job description for the current position of the MMP Manager of Corporate Partnerships. He expressed that it has been revised and the Partnership will be looking for someone as a “Contracted Consultant” to fill the position as a Maryland Marketing Partnership employee. Mr. Riford solicited the Board for any recommendations of anyone who would be interested in the position as well as an appropriated fit – to let him known. He informed the Board that no interviews have been scheduled as of date.

Mr. Riford also mentioned that the job description will be sent to those members who are present on the phone. Mr. Meighan asked about the compensation for the position and if it is commission based. Mr. Riford informed Mr. Meighan that it is set up similarly to the previous consultant’s position which is for one-year. He elaborated further that the position is straight wages based on the fact that he/she is a consultant – non commission.

The main purpose of the position is to introduce companies to the MMP, help to explain what it is, try to gain new partners as well as work with all of the existing partners.

III. Campaign Update – HZ (Research and Fall Media Preview)

Results were provided by Mr. Mark Shugoll of HZ. Mr. Shugoll presented the Board updates of the results of media placements. Apparently, the study has a lot of elements to it with a focus on three (3) areas, which consist of: (1) various measures and campaign metric; (2) areas for improvements; and (3) significant opportunities that are available to Maryland to attract businesses. The data was collected through an online survey from business leaders with a variety of East Coast states that compete with Maryland as a business destination. Mr. Shugoll expressed that there was 301 persons who participated in the survey with a 50/50 split inside of Maryland and outside of it. The 39% of businesses who participated in the survey were smaller businesses who had 100 employees; 28% had 50 or more employees. So, therefore the survey covered both small and large businesses with great performance.

Ms. Debbie Norris from HZ mentioned that the Fall Campaign will kick off on September 9, 2019 which includes various channels. For instance, standard banner advertising that's targeted through geography, job titles, business owners, etc. associated with CyberSecurity, BioHealth and a general business category. Also, doing in-stream video and Smart_Brief Newsletters for industry specific newsletters, such as: TIA or BioHealth News. Print publications in the Wall Street Journal reports things that are very specific to Cyber or BioHealth. Continuing to advertise at the M&T Bank Stadium with an LAD read in which there is a lot of good engagement after a home game and with the site on Monday. This fall, Podcast will be added with the business community by looking at Marketplace and then Marketplace Tech. Ms. Norris indicated that Ad agency is also looking at GEO Fencing digitally in which an area will be picked to serve a mobile ad to anyone who comes into that area as well as a mobile billboard. GEO Fencing will be expanding this fall to College campuses for the workforce message. A list of colleges has been selected based on Cyber degrees, in-state and out-of-state that will start in late September.

It is suggested that all of the schools in the State be added to the GEO Fencing. In-state schools to add to the list are: Bowie State University, Frostburg, University of Maryland Salisbury, etc. Mr. Leonard and Mr. Sadowski both expressed that the schools be added to the list as the University of Maryland Systems move forward with this initiative. Mr. Riford asked that Penn State University be added to the list of schools. It was recommended to add all the university systems.

IV. Financial and Fundraising Updates

As a financial update, according to Mr. Raley's reporting, in FY2019, the Board received \$1.36M from the partners with \$44K still to collect from the years 2017 and 2018. Cisco Systems is due for \$34,000 and CyberCore Technologies at \$10K. The team is doing some follow-up on those disbursements. As of FY2020, we received a \$1M state appropriation in July, 2019. On the expense side, the total expenses for FY2019 were \$1.92M reflecting expenses for media placements, research, web development and the Business Summit. Currently, there is a balance of \$2.75M and the total sums balance less than any open purchase orders. Fiscal projections include about \$1.8M in media placements taking place in the Fall of 2019 and Spring of 2020 and any remaining Business Summit expenses.

In regard to fundraising updates, Mr. Riford mentioned that the University of Maryland Systems is very interested as well as two other companies of significance who have not committed. He mentioned a small business (Emergent Companies) who expressed interest in being a corporate sponsor. The Emergent Companies would like to invest at \$5K level. Mr. Riford suggested to the Board possibly a "New Entrepreneurial Level" Proposal for small companies who want to participate at a \$15K level over three years.

V. Governor's Business Summit Update (9/20/2019)

Ms. Sherri Diehl provided updates on the Business Summit. She mentioned that Governor Hogan will open up the Summit, Secretary Schulz will be the Mistress of Ceremony and Calvin Butler of BGE will be the keynote speaker. Anticipated attendance is 500 persons. Sen. Cheryl Kagan request that a hashtag be visible in order to tweet or Facebook.

VI. Good of the Order

Every year the Maryland Marketing Partnership enters into an Inter-Agency Agreement with the Maryland Department of Commerce in which the Board has to vote. Also, Tourism Summit is coming up November 6-8, 2019 in Allegany County.

VII. UPDATED: 2019 Meeting Dates: December 5th

VIII. Adjournment:

The business meeting adjourned at 2:44 p.m.